

**Reveal performance and the success of your products in market competition**

## **Cloud Based OpenSys-Logix an efficient Solution for your Distribution Management**

**All in one platform for sales automation.**

Tracking at every step of product distribution channel to achieve the goal of bringing the product closer to prospective customers as well as its target market.

Maximizing the distribution efficiency of your products with complete tracking and proper Inventory Management.

Improve profitability, Optimize business work flows and streamline operations with ease.

**No Licensing Cost**

Developed on Open Source Technologies

**Manufacturer / OEM — Distributor — Retailer**

**Manage  
Distribution Process  
with Extreme Ease  
and Complete Control**

[www.microproindia.com](http://www.microproindia.com)

**OpenSys-Logix's** powerful analytical tools analyzes historical data and current market trends to suggest future product(s) demands as well as provide comprehensive reports for better decision making.

- **Total Sales Force Automation**
- **Automated Distribution Processes**
- **Improve Operational Efficiency**
- **Manages Proper Inventory Levels**
- **Timely ordering process**
- **Manage Financial Transactions**
- **Demand Forecasting**

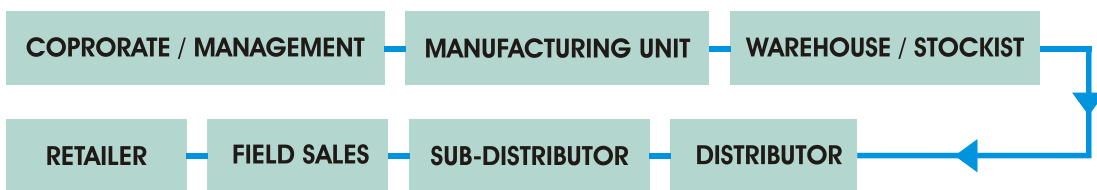
# The Scenario

The products reach the customer through Distribution and supply chain function from the place of manufacturing. The customer demands are fluctuating very rapidly and they expect faster delivery of products and services. The distributors face many challenges today. Integrated Distribution Management systems is the solutions to mitigate these issues and make distribution systems efficient for achieving growth & success of the company.

## Challenges Faced By Businesses

- ⏪ No clarity in future demands due to fluctuating customer needs ,
- ⏪ Dilemma of inventory Balancing.
- ⏪ Due to Demand fluctuation and customers expecting quicker deliveries, difficult to manage inventory levels and ensuring quick order processing.
- ⏪ With the enormous e-commerce growth, customers do not want to wait, if the order processing is inefficient then it may lead to interruption & delays in deliveries.
- ⏪ Lack of financial visibility due to manual account and book keeping resulting in duplication and island of data.

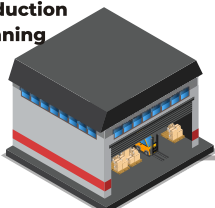
### Known Stakeholders In OpenSys-Logix



### Distribution Management Cycle



Inside to OEM for  
Production  
Planning



Inside to Distributor  
for Inventory  
Planning



Retail Sales  
Tracking



### SFA Cycle

DistriPro gives insight of sales functioning to each stake holder on field Sales Staff, Distributor, Middle and Top Management.

### Outcome Delivered Through OpenSys-Logix

- Intelligent Sale • Overall Productivity • Improved Range Selling • Improved Market Discipline
- Improved Market Coverage

## How we can help your business

Mircopro's **OpenSys-Logix** Distribution Management System gives complete visibility to distribution channel from suppliers to end customers. It connects the whole complex chain that most distributors face nowadays. Distributor Management System allows to organize, analyze and make the distribution channel work flawless in less time with more accuracy.

You can advance your business with our distribution software. With tightly integrated modules all distribution processes are automated thereby improving the operational efficiencies.

### **Demand Forecasting**

Our system will use powerful analytical tools to analyze historical data and current market trends to suggest future product(s) demands. The distribution ERP solutions also analyze data and provide comprehensive reports for better decision making.

### **Distribution Management**

System will Maintain and update data of demand and supply in the entire chain that will improve the operational efficiency.

### **Minimize Errors and help Timely Deliveries**

Our automated system will improve order processing function resulting in timely deliveries with minimum error & ultimately customer satisfaction.

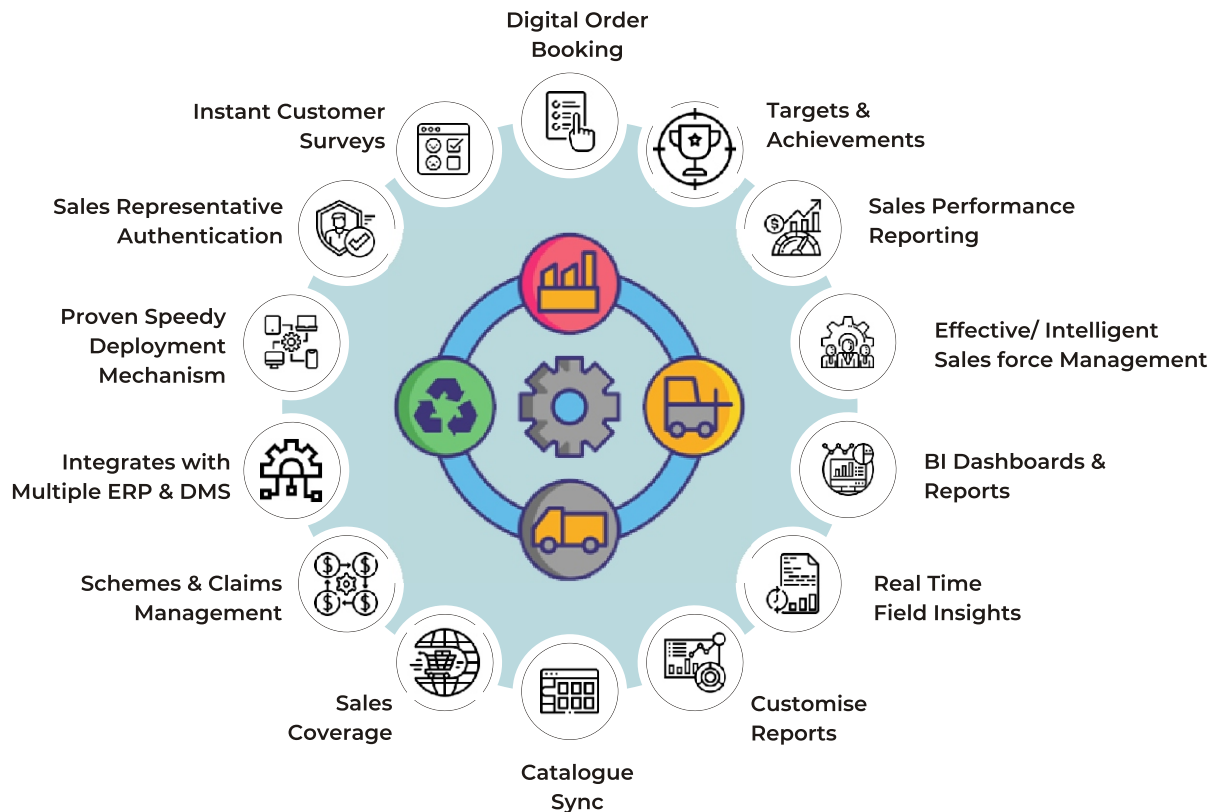


**OpenSys-Logix** is a fully integrated cloud based software consisting of Administration, Stock Accounting, Sales Force Automation and Asset & merchandise item modules that provide real-time view of all distribution activities that occur across the organization. Facilitates informed decision making.

## Features

- Digital Order Booking
- Targets and Achievements
- Sales Performance Reporting.
- Effective/ Intelligent Sales force Management
- BI Dashboards & Customized Reports
- Real Time field Insights
- Sales Coverage & Catalogue Sync
- Schemes and Claims Management
- Integrates with Multiple ERP & DMS
- Speedy Deployment
- Sales Representative Authentication
- Instant Customer Surveys
- Improving ROI for the Distributor
- Reduce Inventory at Stakeholder Level
- Greater Sale Productivity
- Unified Distribution Process for Future Change
- Balance Between Sales and Distribution
- Reduce Stock out

# Product Features



## Benefits For **MFG. / OEM**

- Efficient and Transparent Order to Cash process
- Streamline business processes
- Improved Inventory Management
- Monitor Anytime, Anywhere, on any Device.
- Optimizes Business Work flows.
- Streamline Operations thus Improved profitability
- Sales Improvement and Cost Reduction
- Informed & Timely Decision Making

## Benefits For **The Distributor**

- Efficient & Timely Order Placement
- Real Time Order Tracking
- Check Inventory Status,
- Check Payment outstandings
- Updated product catalogue & price lists
- Complete Control over Front Line Sales Executives

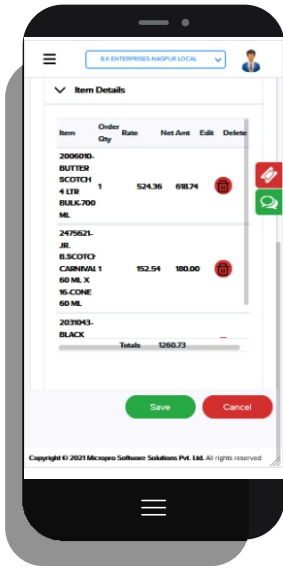
## Stakeholder Benefit

- Technological leap towards future of Sales Management
- Minimal Set-up time and Highly scalable
- No Capital Investment in IT Infrastructure - Software, Servers, Technical Manpower etc.
- Better Credit Control & increase in market coverage
- Easy and Faster Claim Settlement Process
- Same Day Order and Delivery of goods improve service level.
- Clear visibility of salesman and delivery boy performance
- Hassle Free support and troubleshooting
- Providing analytics to senior management
- Claims Management on Secondary Sales
- SAP or ERP Integration
- Quick and Accurate automated Operations
- Maintaining Optimum Stock Levels help to minimize the Investment.

# OpenSys-Logix aims to Identify product performance parameters related to distribution strategy policies, in order to obtain a marketing formula for the success of a product.

## Equipped with SFA Mobile APP

### Sales Force Automation (SFA) for frontline Sales Force



- « Beat and Root planning for DSR,ABM ( Enables daily visits to stores in Structured manner)
- « Geo tagging of store visit ( Getting Insight on daily market activity by DSR to team above front line)
- « Addition of new retailer (onboarding) – Quick onboarding of new store with SFA app
- « Focus item for order booking – Manage Priority product promotion for inventory/goods in stock.
- « Product Display and Planogram – Swift check by DSR on store promotional activity with SFA app.
- « Area business manager beat and root mapping/tracking – GL,TL market activity tapped with SFA app
- « Product image in item master of SFA. – for order booking product image with multiple volume on SFA app.

- Android application for sales team on field.
- Helps in achieving sales target in future.
- Faster order processing and reporting.
- The automated system allows the sales force to pay extra attention on customer's expectation.
- Faster invoice generation.
- The system reduces the time to keep a track of all the data collected during the order cycle.
- Damage claim.
- SFA reduces the chances of human error.
- Competitive understanding and product positioning.

### OpenSys-Logix Sales Force enables

- Next Generation Mobility
- Product Offering
- Target VS Achievement
- Real Time Report
- Multiple Flexible Reporting

### Key Industries Vertical Covered

- Cosmetics
- Beverages
- OTC
- Food
- Confectionery
- Bakery
- Stationery
- Apparels
- Dairy etc.



## Success Story

### Challenges

- Complexity in distribution channels owing to difficulties in implementing scheme across the channel
- Multiple distribution points resulting in issues with Inventory Consolidation
- Manual reporting by Sales Force delayed decision making by Management
- Visibility issue of their vast Distributor Network and SKU penetration across the Channel

### Solutions

- ✓ Exclusive BI reports for Management
- ✓ Highly Flexible Price List Management across the distribution channel
- ✓ Industry specific scheme module to handle wide range of schemes and its management
- ✓ Optimizing Marketing expenses by effective accounting and sanctioning of advertising material across the distribution channel
- ✓ Improved Asset Traceability
- ✓ Improved Visibility of secondary sales

**1600+ Distributor Locations**

**2500+ Users**

**30 Days Deployment**

70+ Branch Locations  
190+ Super Distributor Locations  
1600+ Distributor Locations

150+ Management Users  
1500+ Distributor User  
250+ Super Distributor Users  
900+ Field Sales

Successful deployment  
of DMS across all locations



**Micropro Software Solutions Pvt. Ltd.** Is a company in central India assisting its clients in their business growth journey. Our mission is to provide value added services in the field of Information Technology that will result in Customer Satisfaction and loyalty by treating them as equal partners. We at Micropro strive hard to create customer centric organization by focusing on providing sustainable & innovative IT solutions through continuous improvement in business processes and optimal utilization of human resources by building long-term relations & providing exciting & learning environment to our employees to explore their full potential. Today our products like HospyCare, Distripro (DMS), E\_Business Suite ERP, Pharma-Zip are used by organizations in Healthcare, consumer goods, Pharma Distribution, e-governance & other sectors. Visit Us to know more about how clients are using our products & services to achieve their business goals.

**Head Office:** Micropro Software Solutions Pvt. Ltd. 7th Floor, 28, IT Park Gayatri Nagar Road, Nagpur 440 022, INDIA Tel: +91-712-2527027  
**UAE Office:** Saif Zone, PO BOX 121793, UAE +971- 505677051 +971- 567308505 **For Demo please call :** +91-9372050175, +91-9326908668  
**email :** [sales@microproindia.com](mailto:sales@microproindia.com) **URL :** [www.microproindia.com](http://www.microproindia.com)

ALLIANCES

